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Cable TV

The Jefferson Cable Corp. presently is Charlottesville's only local television outlet. The cable, located on Carter Mountain, serves about 14,000 homes in the Charlottesville and Albemarle County areas.

The Jefferson Cable Corporation began in 1963, the creation of Robert A. Monroe, its owner and president. Monroe, the owner-operator of several radio stations in Virginia, decided that Charlottesville's partial enclosure by mountains made it a logical market for cable television.